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Habit(AT)

Centre for Sustainable Fashion

Volume 9.0



Volume 9.0
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Habit(at)

A field-day exploring City Lives,
Lost and Found: A Fashion Perspective



centre for
sustainable fashion

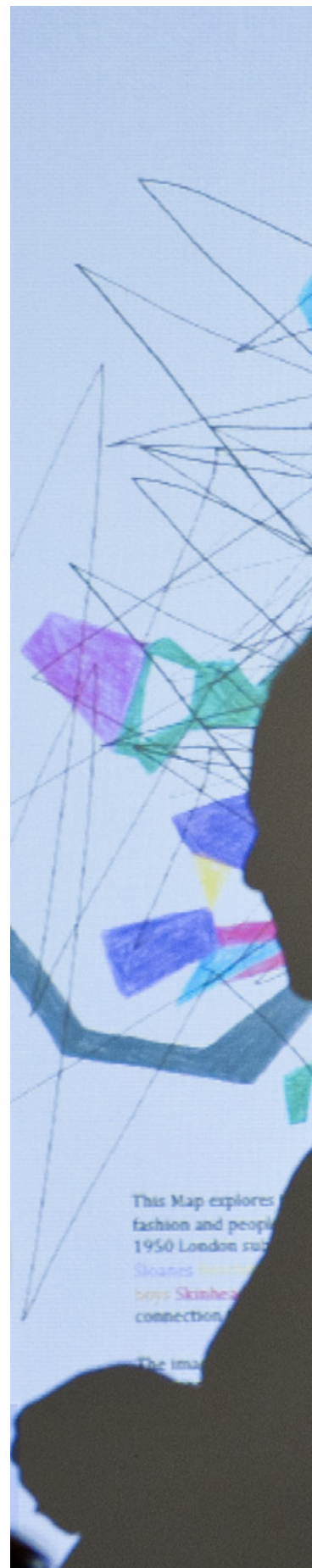
ual: university
of the arts
london

Introduction

Field Days are a means to explore new ideas that are in incubation within Centre for Sustainable Fashion (CSF) with colleagues and collaborators, connected through the foregrounding of social and ecological considerations in design work. Part formed, part fluid, field days are for listening, talking, making and watching what can be of value to society through research, education and business practice. Each member of CSF contributes to the day creating a diverse range of nascent and more fully fledged pieces of work for display, discussion and discovery.

Habit(AT) is an emerging multi-dimensional project being formed around humanity's habits of living relating us to each other and to nature. It looks at emergent properties of life through fashion and city locations. This field day starts 'where we are' in London, to begin to explore a larger world megatrend of migration to City Lives. In just over one century, we have moved from predominantly rural lives (only 10% of the population lived in cities in 1900) we now tip the balance with just over 50% of us now city residents. By 2050, it is expected that nearly 80% of humanity will reside in an urban location. Cities, like fashion, exemplify the best and the worst of human ingenuity and offer us a canvas for the creation of relationships, principles, practices and artifacts that can shape how we might live well in our world.

Professor Dilys Williams,
Director Centre for Sustainable Fashion





This map of London by CSF's Renee Cuoco visualises an initial exploration of the connection between cities, fashion and culture. Referencing post 1950 London subcultures and their physical connection to the metropolitan landscape, we begin to examine how the political, economic and cultural nature of local urban environments can manifest through individual and collective expressions of identity through dress.

Taking The Temperture

Each guest and participant was invited to record expressions that they noticed on the way to the event through an image, drawing, sound or object.







This still image taken from George Melies's *A Trip to the Moon*, is taken from Renee Cuoco's *Habit(AT): Future*, showing how the human imagination has depicted future cities and fashion since the beginning of the twentieth century.



the Cities short film. Drawing upon over 100 utopian and dystopian films, Habit(AT): Future Cities, illustrates
ury.

Fashion, Cities and Imagination

Prof. Dilys Williams introduces the field day and Habit(AT), an exploration of connection and adaptation in a city based world through fashion. Dilys and Felicity Liggins from Met Office share some of the ways in which climate and culture can connect through fashion.



Sustainable Angle @Sustainable_Ang

Just heard the most amazing talk about our present & future lives in cities @sustfash @dilyswilliams #habitat13



The Weather Report

“If you think of the climate as your wardrobe, then think of the weather as the garment that you are wearing today”
Felcity Liggins, MET Office.

Our cities are focal points of vulnerability to climate. Cities have prominent micro-climates and also account for two-thirds of world energy demand with waste heat from energy use contributing to the urban heat island effect. London is vulnerable to wide fluctuations in temperature and might become prone to flash floods. Being connected and adaptable are characteristics that citizens need to develop. Connecting to climate and acting on its imperatives is a critical motive for the Met office in collaborating with design for sustainability through the CSF team. Following on from our [V&A Fashion Hack](#), this dialogue offers the opportunity to mix data and design to better respond to our changing climate.









Jessica Ball @ys_jessica

'Connection is nothing without experience' @dilyswilliams @sustfash #habitat13

The Anthropocene

Cities have a pivotal role in the emergence of civilisation, culture, socialisation and commerce. They tend to evoke extreme feelings of positivity on the one hand and deep despair on the other, not dissimilar to the extremes of perspectives on fashion. Cities are a microcosm of the challenges and possibilities of humanity, places of visceral and social connection alongside stark manifestations of inequality and isolation. Fashion and cities are each home to past and present cultures, practices and knowledge. Both are sites of active resourcefulness and passive consumption.

As cities become humanity's main habitat, our challenge is to create conditions that are conducive to social energy creation, ecological balance and economic resilience. This balance depends on our perceptions and our participation in our cities. Perceived as organisms, cities might convert raw materials into products and waste, energising themselves in the process.



The Good Wardrobe @TheGoodWardrobe

Lovely surprise to see our site included in @dilyswilliams @sustfash presentation alongside @Craftivists @PrickYourfinga & @StudioRaeburn

A biogenic city is a place of reciprocation, of give and take, where cultures and habits are conducive to giving back as a means to go forward.

Perceived as mechanisms, cities are pushed to transcend biological limits, their economic capabilities stretched to draw resources in and efficiently use them, often through engagement in technology. A biocidal city is a place where cultures and habits of 'more of more' are fueled by apparent inexhaustible capacity, where accessibility and efficiency are seen as the means to fashion the future.

Can fashion's creation, continuation and enjoyment connect cities, the single most complex products of the human mind with nature, the single most complex products of life?

'We will strive for the ideals and sacred things of the city, both alone and with many, we will transmit this city not less but greater better and more beautiful than it was transmitted to us.'

Oath for Athenians 500 BC



Source: The Anthropocene Journal



Dream with eyes wide open
feasibility, viability and desirability
combine to evolve design processes



Radicalize practice
in design and education to build
ecological and social resilience



Be a voice for justice
Speak truth to power



Our guiding principles
Through our work
we seek planetary justice





for change
n to power



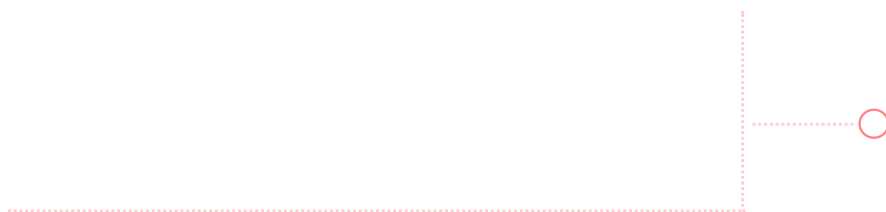
ng themes
endeavours,
aces to...

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Challenge conventional aesthetics
For design to move away from prescribed
notions of beauty in fashion



Influence citizen action
Wide ranging dialogues that gather
and communicate research that the
world needs

Sufficiency

Energy and fashion retailers face a common challenge of encouraging reduced consumption of products in order to promote sustainability, whilst simultaneously maintaining financial prosperity. A cross discipline project, [TRANSFER](#), brings together CSF's Professor Helen Storey and Alex McIntosh, with Sheffield University's Chris Jones and Aimie Hope to create a discourse around Making Using Less Viable. This research touches on political and practical dimensions of this proposition with discussion taking place in concentrated shopping areas including Westfield, London.





Resourcefulness

The UK fashion industry is a vital part of the economy, with a world-class reputation for the creativity of designers and strength of its education and research institutions. London is its capital and its pivot point. The system that constitutes the UK designer fashion industry however, is an often-unseen web of interactions. Led by CSF's Professor Sandy Black, [FIREup](#) aims to map the industry and stimulate knowledge exchange between university research and designers to extend the value of both human and natural resources engaged in the creation of fashion.



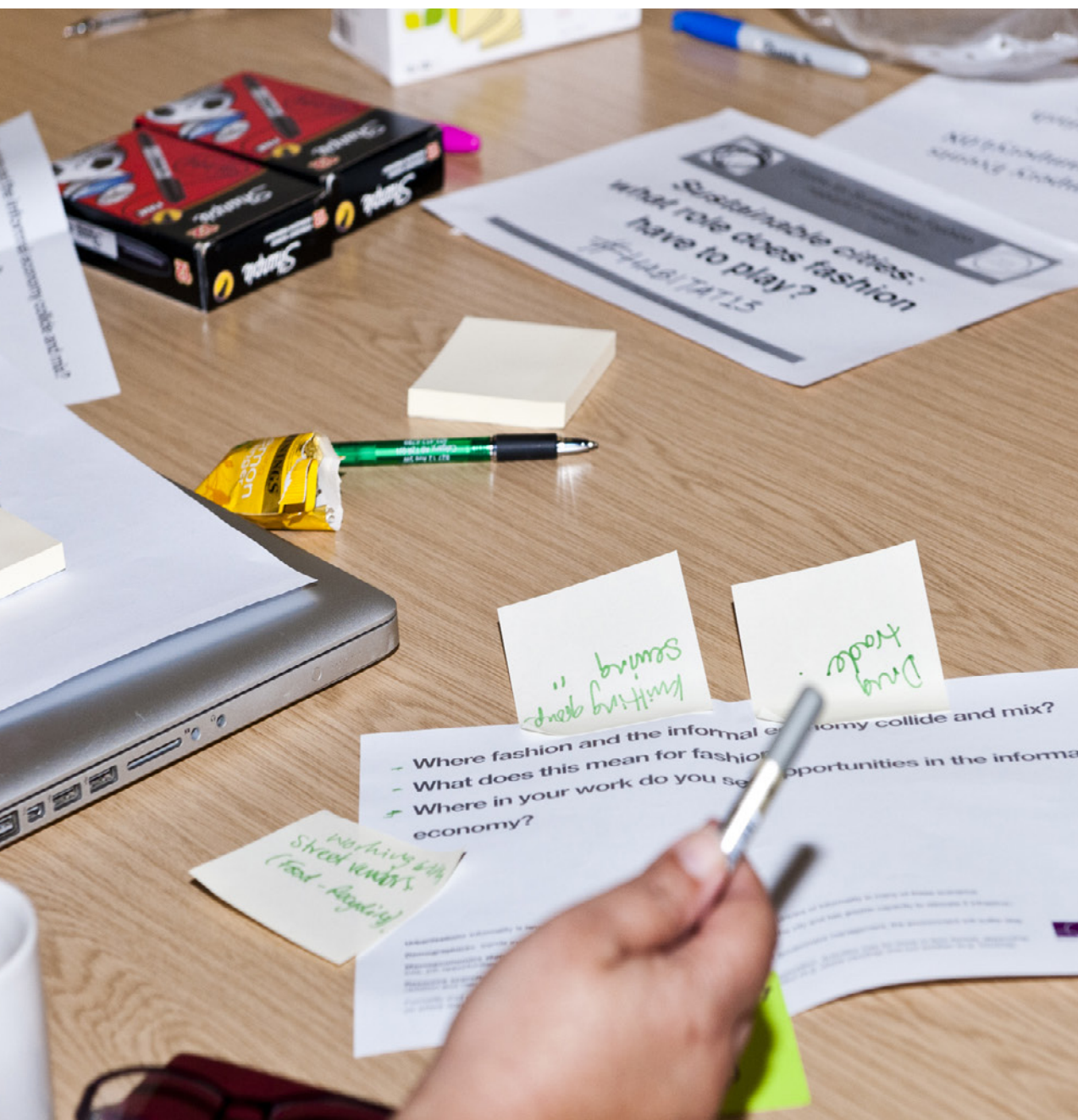


Informal Dialogue

Rodrigo Bautista of [Forum for the Future](#) has been researching Informal City Dialogues, with the aim to inspire positive change within communities and institutions, using scenario narratives to inform policies and practice.

Bringing together a diverse group of citizens in six cities – Accra, Bangkok, Chennai, Lima, Manila, and Nairobi – the project creates an ongoing dialogue about the informal city and uses futures scenarios to develop innovations to make cities more inclusive and resilient in the future.

A film from the project can be viewed [here](#).







Gabrielle @rue_gabrielle
Brilliant #habitat13 workshop today @sustfash – thanks @dilyswilliams for bringing together a great bunch of people to knowledge exchange!



Nature as Home

Professor Kate Fletcher takes us on a journey to explore the relationship between nature as 'home' versus 'a place to visit'. Drawing on an expedition to Iona, this visual and sound narrative speaks of habitats, which may seem less familiar, whilst being real and vital points of connection.



Joana Casaca Lemos @joana_atelier
@sustfash @katetfletcher I think nature can only impact consumption behaviours when we acknowledge our biological inter-dependence



Tali Warmington @TaliWarmington
Blown away by Kate Fletcher's talk today at #habitat13 She spoke of the need for "evolving an ethic of care"
@katetfletcher

Multiplicity

The Centre's burgeoning community of PhD students (Flavia Amadeu, Anne Prahl, Emma Rigby, Emily Towers, Alina Moat, Paul Yuille) are creating experimental led new work relating to fashion and its cultural, aesthetic, social, ecological, political and economic dimensions. Insights into 6 research projects ranging from design involvement in community resilience through to e-noses for health and wellbeing are displayed and discussed as visual and spoken narratives.









Edgeways

CSF's Katelyn Toth-Fejel maps, through the course of the afternoon, 100 paces of London canalside. This small piece of London is explored through the filter of the dyes available from its material make-up.

Inevitably a mix of artificial and wild, the project is one depiction of the huge diversity of life available in our backyards. It tells a narrative which guests are invited to add to by mixing their own vials of plant dyes and to view the colour changes taking place on a canvas of 100 pace long dress.



Eden Diodati @EdenDiodati

We love #natural #dyes & @ #habitat13 you can learn all about them. Contact Katelyn @HTHT_ShopStudio



Pop-up Library

Alongside the Centre publications, which relate to CSF's ideas and projects, the team are prolific writers, editors and contributors to a broad range of publications. The publications showcased in the library offer a means to browse, reflect and connect to a range of principles and practices our researchers, students and contributors are involved with.

Curated by CSF's Camilla Palestra, the pop up library is also a means to sit quietly with a book or to discuss contents with others.





Una Eternita

Camilla Palestra creates a private interlude through *Una Eternita* by artist Annalisa Sonzogni. Conceived as a trilogy, the film instills a sense nostalgia exploring the relationships of human beings within a built and a natural landscape.





The Common Good

Professor Lucy Orta, Chair of Art, Fashion and the Environment at UAL, invites guests to sign up to the [Antarctica World passport](#).

An initiative to mobilize the citizens of the world to protect the Antarctic and its unique status, and to take action against global warming and for peace. Antarctica World Passport enables citizens of the world to act on a global scale through a universal passport for a continent without borders. Just Climate change has no borders, this passport is to protect the 'common' good of humanity.



Jessica Ball @ys_jessica

'Evolving an ethic of care...between people & the natural world. We're part of nature.' #lucyorta #habitat13 @sustfash



Emma Dulcie Rigby @emma_dulcie
I became a Antarctica World Citizen yesterday! #habitat13 #lucyorta

Conviviality

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody”

Jane Jacobs, *The Death and Life of Great American Cities*

Fashion can create the means for active participation in city life, through its ability to create social and material connections. Fashion is the relationships and actions that are often mediated through artifacts of attire. Through this project, we seek to explore the voices, relationships and actions of fashion in the city to contribute to CSF's principles of Better Lives and Ecological Resilience. We hope that through active participation in our present and for our future, we can connect to each other and to nature in delightful ways. The spirit of the city lies in its convivial energies, connecting humans as individuals, as members of community and as contributors to society and to nature.



Antiform @antiformonline

Thanks @sustfash for such an inspiring field trip yesterday I feel reconnected!



Pro Vice Chancellor Professor Frances Corner invites guests to continue their dialogue with the Centre through activities and projects that can contribute to our collective futures.

Emma Dulcie Rigby @emma_dulcie

Hugely inspiring day yesterday - thinking & learning about fashion in relation to the #anthropocene with @sustfash #habitat13



Credits

Centre for Sustainable Fashion team

Sandy Black, Renee Cucoo, Anna Fitzpatrick, Kate Fletcher,
Alex McIntosh, Zoe Norton, Lucy Orta, Camilla Palestra, Nina
Stevenson, Helen Storey, Katelyn Toth-Fejel, Charlotte Turner, Dilys
Williams

CSF PhD students

Flavia Amadeu, Anne Prahl, Emma Rigby, Emily Towers, Alina
Moat, Paul Yuille

Professor Frances Corner OBE, Head of London College of Fashion,
Pro Vice-Chancellor University of the Arts London

Facilitator

Deepa Patel

Forum for the Future

Rodrigo Bautista

Sheffield University

Christopher Jones and Aimie Hope

MET Office

Felicity Liggins

MA Fashion Future students helpers

Jessica Ball, Hannah Gower, Alicia Grunert, Adriana Restrepo,
Christa Smith, Caroline Zheng

Social Media support

Shrutika Gupta

Photographer

Ana Escobar

www.anaescobar.net

Venue

The Trampery London Fields

www.thetrampery.com

With thanks to all those who contributed to the day.

Habit(AT) continues through a range of projects and interactions,
which can be seen at

www.sustainable-fashion.com

